



City of Albuquerque

Legislative File Number EC-06-74 (version 1)

City of Albuquerque

Solid Waste Management Department

Martin J. Chávez, Mayor

Interoffice Memorandum

Solid Waste Goal 5, Environmental Protection and Enhancement,
Objective 11

December 30, 2005

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As indicated by the City's Performance Plan for FY/05, Goal 5: Environmental Protection and Enhancement, Objective 11 required the Solid Waste Management Department to:

Develop a marketing and educational program plan that would keep residents informed about recycling options and encourage recycling. Establish baselines whereby future recycling can be compared to prior performance based on equivalent levels of service. Submit the plan, including cost of implementation, to the Mayor and City Council by the end of the first quarter, FY/06. Begin to implement the proposed program after appropriate funding is obtained or identified.

Attached is the 2006 Marketing Plan for the Solid Waste Management Department.

Recommended:

**Leonard Garcia, Director
Solid Waste Management Department**

Approved as to Legal Form:

**Robert M. White
City Attorney**

Recommended:

**Bruce Perlman
Chief Administrative Officer**

Recommended:

**Ed Adams
Chief Operating Officer**